CLAIMS

We hereby claim:

1. A method for coloring a substrate, the method comprising the steps of:

a) providing a cellulosic substrate;

b) applying a colorant to the substrate, the colorant including a pigment, a thickener and a solvent; and

c) applying an overcoat to the substrate over the colorant.

2. The method of claim 1 wherein the substrate is selected from the group consisting of: white-top linerboard, linerboard and paper.

3. The method of claim 1 wherein the pigment is selected from the group consisting of a basic fiber reactive dye, an anionic fiber reactive dye, and dry coloring matter.

4. The method of claim 1 wherein the thickener is present in an amount of between 1% and 40% by weight.

5. The method of claim 4 wherein the thickener is selected from the group consisting of: natural thickeners, synthetic thickeners and combinations thereof.

6. The method of claim 5 wherein the natural thickeners are polysaccharides.

7. The method of claim 5 wherein the natural thickener is selected from the group consisting of starch, carboxymethylcellulose and combinations thereof.

8. The method of claim 7 comprising:

a) starch in an amount of between about 1% and 25% by weight of the colorant; and

b) carboxymethyl cellulose in an amount of between about 0% and 10% by weight of the colorant.

9. The method of claim 1 wherein the pigment is present in an amount of between about 1% and 50% by weight of the colorant.

10. The method of claim 9 wherein the pigment is present in an amount of between about 1% and 30% by weight of the colorant.

11. The method of claim 1 wherein the step of applying the colorant comprises dispensing the colorant at an application rate of between about 1% to 40% by weight of the substrate.

12. The method of claim 1 wherein the overcoat is an elastomer.

13. The method of claim 12 wherein the overcoat is selected from the group consisting of polybutadienes, polyisobutylenes, polystyrenes, polyacrylates, and polyurethanes.

14. The method of claim 12 wherein the overcoat is a latex.

15. The method of claim 12 wherein the step of applying the overcoat comprises dispensing the overcoat at an application rate of between about 1% and 25% by weight of the substrate.

16. The method of claim 1 wherein the step of applying the colorant is performed in a process selected from the group consisting of off-paper machine applications or on-paper machine applications.

17. The method of claim 1 wherein the step of applying the overcoat is performed in a process selected from the group consisting of off-paper machine applications or on-paper machine applications.

18. A colored substrate formed by a process comprising the steps of:

a) providing a cellulosic substrate;

b) applying a colorant to the substrate, the colorant including a pigment, at least one thickener selected from the group consisting of synthetic thickeners, natural thickeners and combinations thereof, and water; and

c) applying an overcoat to the substrate over the colorant, wherein the overcoat is an elastomer.

19. A colored cellulosic substrate comprising:

a) a sheet of a cellulosic substrate;

b) a colorant applied to a surface of the substrate, the colorant including a pigment, at least one thickener selected from the group consisting of synthetic thickeners, natural thickeners and combinations thereof, and water; and

c) an overcoat applied to the surface over the colorant, wherein the overcoat is an elastomer.